

ABSTRACT

Information relating to a playback of divided static media data included in static media transmission data is stored in static media transmission data previous than the static media transmission data, and transmitted, thereby making it possible to determine whether there is no divided static media data originally or lost when the divided static media data is not received. Accordingly, in the case where static media such as timed text and the like is used in distribution of streaming type, when receiving no static media data, a data receiving apparatus determines whether there is no media data to be next displayed or media data is lost in the course of transmission to notify a user of loss of media data correctly. Moreover, Moreover, it is possible to reduce time required for packet loss detection to execute a retransmission request without increasing pre-buffering.